



Most technical teams struggle to produce high scoring answers for public sector bids.

Lahara’s Bid Writing Training has been developed specifically to teach subject matter experts (SME) and technical writers, how to write a high scoring bid. The course can be tailored to suit their needs and skills.

1



Bid Lifecycle



1. Proposals vs. Technical Reports



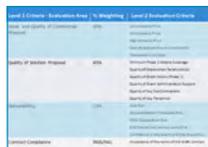
2. Proposal are Part of the Sales Process



3. Bid / No-Bid Decision



4. Competitive Tendering: PQQs & ITTs



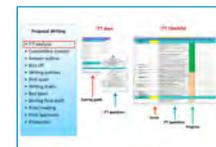
5. How Bids Are Evaluated



6. Proposal Best Practice



7. Why Do Proposals Fail



8. Effective Proposal Process

Improve bid team cohesion, through:

- ✓ Achieving a common understanding about writing proposals
- ✓ Understanding that a proposal is a sales document, and a key part of the sales process
- ✓ Confirming the need to do this training course

2



Competitive Positioning



Opportunity Qualification



Market and ITT Competitive Analysis



Producing Key Proposal Messages

Transform your proposal into an effective, selling document, through:

- ✓ Implementing the right bid strategy to beat your competition
- ✓ Using SWOT techniques to identify the proposal battleground
- ✓ Developing your key proposal messages to help you win

Rick made us take a look at our bidding process from the ground up, and it has moved on to become an intrinsic part of our sales process. We have turned into a bidding organization that makes lots of sales!



John Rumsey, Commercial Manager, WAS UK



3



Answering the Question



Steps to Create an Answer Outline



Answer Outline Template



Answer Outline Exercises

To win, you must ensure your writers answer the question, through:

- ✓ A clear, structured process for analysing each question
- ✓ Creating placeholders for the required information
- ✓ Developing a strategy to gain the highest score

4



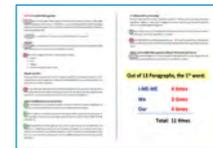
Writing High Scoring Answers



The Inverted Pyramid



Lets' Get Graphical



Draft First Then Edit

Train your bid writing team to consistently score highly for each answer, through:

- ✓ Easy-to-read customer-focused writing
- ✓ Effective use of graphics and captions
- ✓ Ways to create answers that are easy to evaluate and score

5



An Effective Reviews Process



Reviewing for Compliance



Score Your Responses



Timing of Team Reviews

Raise your game by implementing team reviews that will:

- ✓ Verify your response is 100% compliant and has the right answer strategy
- ✓ Review and score your final drafts as if you are the customer
- ✓ Eliminate last minute panic in the time pressured environment